Broadcasting Aug 20

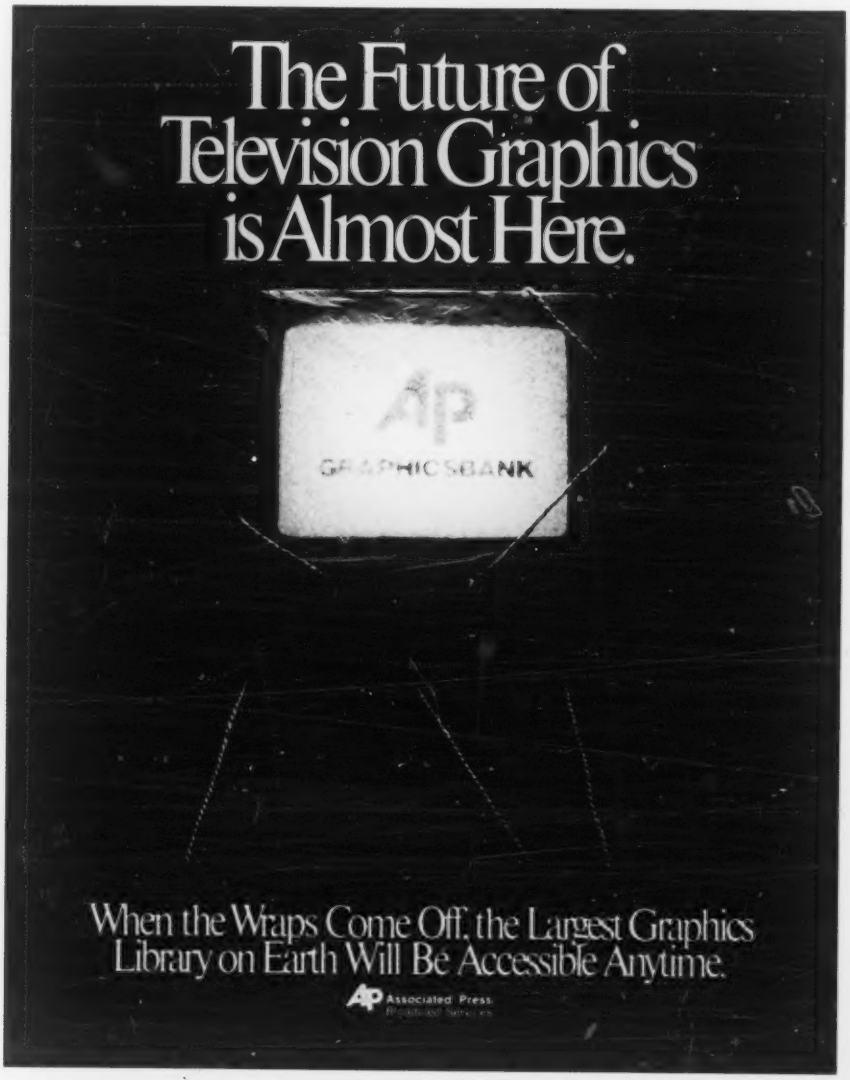
Incorporating Broadcasting / Cable — 59th Year 1990

RADIO / 40
May strongest month for ad billings, January weakest

TELEVISION / 35
New York, New York: fall program lineups set in #1 market

CABLE / 46
Stagnant business climate could continue into 1991

BUSINESS / 50
NBC shares the poor with affiliates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Associated Press

Vol. 119 No. 8

An ambitious plan for PPV via DBS

THIS WEEK

27 / NEW DBS PLAYER

SkyPix is the latest entry in the satellite broadcasting game, joining Sky Cable, USSB and K Prime. With a launch planned for the first quarter of 1991, the Seattle startup company says it will offer up to 80 channels of service—40 to 50 PPV movie choices and packages of superstations and cable and cable-like programing services. The whole venture is made possible by a state-of-the-art video compression system, which can squeeze eight channels onto one satellite transponder. Retail price for a 22-36 inch dish: $699.

30 / WGA ON FIN-SYN

The Writers Guild of America's filing is the latest proposal to be submitted to the FCC regarding fin-syn rules evaluation. An element of the proposal that varies from others submitted has the WGA calling for maintaining present regulations, but allowing the networks to have passive profit participation in syndication revenue only from series produced by independent production companies. Writers of the filing say the proposal hits at the original intent of the rules—to foster independent production growth, thereby allowing for diversity of program supply.

29 / ABORTIVE ENTRY

For a short period last week, Iraq allowed American TV journalists into the country to file uncensored reports. However, not every network was positioned to take advantage of the access. ABC had Ted Koppel in Baghdad; CBS had Dan Rather in place a day later. But neither NBC nor CNN had reporters on the scene by the time Iraq pulled the plug on feeds out of the country last Thursday.

Brian McCauley of SkyPix (page 27)

32 / CHASING THE MEDIA

Virtually anonymous outside the media lanes of Washington, Hollywood and New York, Hartford, Conn.-based Chase Enterprises has an estimated value of half-a-billion dollars—much of that attributable to its expanding domestic and international reach in broadcasting and cable.

35 / VIEW FROM NEW YORK

Three New York independent TV stations are launching a total of six new programs in early fringe at the start of the 1990-91 season. By comparison, the three network flagship stations will start no new programs in early fringe and just one new program in prime time access.

36 / 'MR. PETE' READY TO TEST

Four half-hour episodes of *The Late Mr. Pete Show*, produced by GrantTribune Productions, get a green light for a September test on Tribune Broadcasting's Los Angeles independent, KTLA-TV. If all goes well, off-beat local cable access talk show personality Peter Chaconas could become a late night fixture on the station's lineup, Tribune Broadcasting O&O's or national syndication via a Tribune Entertainment distribution arm.

40 / THERE IS A SEASON

Los Angeles-based Miller, Kaplan, Arase & Co. releases figures on the seasonal flux of radio billings. May is the strongest month and January is the weakest in local and national billings.

42 / FOLLOWING SUIT

Following the lead of three other network radio companies, Westwood One has realigned its programing into four radio networks. The move, according to one Westwood executive, is an attempt to attract and hold advertisers looking for audience numbers comparable to those found in other media.

42 / REORGANIZED

RADAR 41 brings good news to network radio. ABC, Unistar, CBS, Westwood One and National Black Network all post listener increases. CBS Spectrum jumps to first place among all radio networks, with Unistar's Super Network in second.

45 / NAB LOOKING FOR DAB'S PLACE

NAB's executive committee has approved its new digital audio broadcasting task force's plan to commission a study of available spectrum for DAB implementation in the U.S.

46 / CONTINUED CLOUDINESS

Although a cable bill may be on the way this year, it may not relieve a great deal of the financial uncertainty over the cable industry. A chief reason is external business factors, which include HLT's and the general economy. But it also includes the numerous rulemakings that could come from the FCC and

which wouldn't be concluded until well into next year. Brokers see continued softness, but MSO planners say the underlying business remains strong and next year's budgets will concentrate on customer service and won't shy away from rebuilds.

47 / PAY FOR PLAY

Host Communications, which provided several University of Tennessee college football games on PPV last year, plans to expand its schedule to several other schools in the Southeast.

50 / COMPENSATION CUTS

NBC has sent out notices of compensation cuts to TV station affiliates totalling almost $15 million.

52 / THIS BAN MAY NOT BE FOR YOU

Mormon church-owned KSL-TV Salt Lake City, a CBS affiliate, has decided to ban all beer and wine ads from its local programing. The station said it decided to do so because of the rise in accidents related to drinking and it wanted to "do what we could to reduce these problems...it became obvious that one small step we could take was to reduce the exposure of young and old alike to advertising messages designed to promote the consumption of alcoholic beverages." The station will continue to air beer and wine ads in its network programing.

Family owners of Chase Enterprises (page 32)

59 / OBSCENITY, INDECENCY COMPLAINT

The FCC's enforcement division has received a videotape copy of WGBH-TV Boston's July 31 news broadcast that included coverage of the controversial Robert Mapplethorpe photographs. The tape was sent along with an obscenity/indecency complaint signed by Donald Wildmon, executive director of the American Family Association.

60 / TV MARTI MAY BE INTERFERING

Association for Maximum Service Telecasters tells congressional leaders that a White House report does "not adequately address the likelihood of harmful interference" TV Marti may cause to neighboring Florida TV stations.

61 / HIT THE GROUND RUNNING

Italian entrepreneur Silvio Berlusconi appears to have struck gold with his Spanish channel, Telecinco. On the air since March, Telecinco is already averaging a 27 audience share in prime time and expects to close its first year on the air in the black.

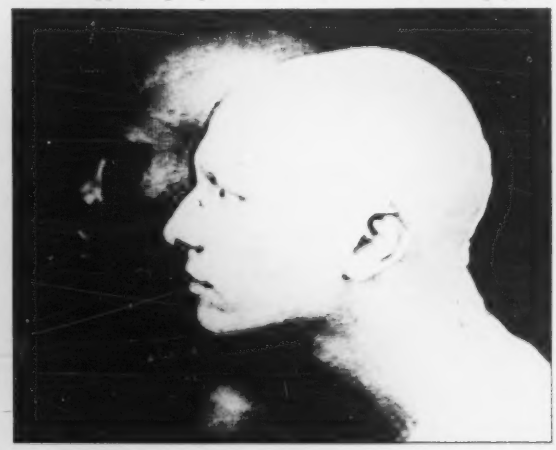
63 / PACIFIC RIM SHOT

At a time when domestic, regional and international satellite development in Europe is blossoming, Clay Whitehead is tapped to launch PanAmSat 3 satellite by 1994, connecting the U.S. with the Pacific Rim.

64 / LOSING INTEREST

A Times Mirror study shows younger Americans are less likely than older citizens to watch newscasts and read newspapers.

Robert Mapplethorpe's photo as shown on Boston station (page 59)



INDEX

Advertisers Index	86
Business	50
Cable	46
Cablecastings	48
Changing Hands	54
Classified Advertising	72
Closed Circuit	8
Datebook	13
Editorials	90
Fates & Fortunes	83
Fifth Estater	87
For the Record	66
In Brief	88
International	61
Journalism	64
Masthead	22
Monday Memo	23
Open Mike	22
Programing	35
Radio	40
Satellite	63
Stock Index	56
Syndication Marketplace	38
Technology	66
Top of the Week	27
Washington	59

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RATINGS ROUNDUP

NBC won the week of August 6-12, for the network's 13th consecutive victory, with its 9.6 rating 18 share. ABC was second with a 9.3/18 and CBS third with 9.2/17. The combined prime time, three network share was 53, up three points from last week. Fox had a 5.1/10. NBC won Tuesday, Wednesday, Thursday and Saturday, CBS Monday and Sunday, and ABC Friday. ABC won the news race, with a 10.6/22 beating CBS's 9.3/19 and NBC's 8.9/19.

Week 46 **Aug. 6–Aug. 12**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		14.8/27	N	Cheers
2		14.7/33	C	60 Minutes
3		14.0/28	N	Unsolved Mysteries
4	▼	13.3/27	N	Empty Nest
4	▲	13.3/23	C	Murphy Brown
4	▼	13.3/23	A	Roseanne
7	▲	13.2/25	N	A Different World
7	▼	13.2/26	A	Amer. Funniest Videos
7	▲	13.2/22	C	Designing Women
10	▼	13.1/24	F	Simpsons
11	▲	13.0/27	N	Golden Girls
11	▼	13.0/22	F	Married...With Children
13	▼	12.6/26	N	Cosby
14	▲	12.3/21	A	Coach
14	▲	12.3/25	A	20/20
16	▲	12.0/21	N	Heat Of The Night
16		12.0/23	C	Top Cops
18	▲	11.9/22	A	Wonder Years
19	▲	11.7/20	F	In Living Color
19	▲	11.7/23	A	Who's the Boss?
21	▲	11.6/21	A	Tim Conway
22		11.4/25	A	Full House
23	▲	11.3/20	C	Face to Face w C. Chung
23	▲	11.3/20	N	Movie:Hiroshima
23		11.3/20	N	Real Life w J. Pauley
26	▲	11.2/20	C	Escape From Sobibor
27	▼	11.0/20	A	Movie:Your Eyes Only
27	■	11.0/22	A	New Attitude
29	▼	10.9/19	N	Grand
29	▲	10.9/22	A	Perfect Strangers
31	▲	10.8/23	A	Family Matters
31	▼	10.8/22	N	Hunter
31	▲	10.8/20	C	Jake and The Fatman
34		10.7/20	C	Major Dad
34	▼	10.7/20	N	Night Court
36	▼	10.6/20	C	Rescue: 911
37	▼	10.3/18	C	Movie:Out On The Edge
38	▼	10.2/19	N	Matlock
38		10.2/19	N	News Spec.:Expose
40	▲	10.0/18	A	Doogie Howser, M.D.
40	▲	10.0/19	A	Primetime Live
42	▼	9.8/18	N	Dear John
43	▼	9.7/18	A	Macgyver
44	▲	9.4/19	A	Growing Pains
44	▲	9.4/18	A	Head Of The Class
44		9.4/18	N	Quantum Leap
47	▼	9.3/18	C	Northern Exposure
48	▼	9.2/16	A	Movie:Kojak
48		9.2/17	C	Sydney
50	▼	8.9/18	A	Father Dowling
50	▲	8.9/16	A	Young Riders
52		8.7/16	A	New Attitude Spec.
53	▼	8.4/16	N	L.A. Law
54		8.3/18	N	13 East
55		8.2/17	A	Twin Peaks
56	▼	8.1/16	F	Amer. Most Wanted
57	▼	8.0/14	N	Two Grenvilles, Pt.1
58	▲	7.7/15	C	48 Hours
59	▲	7.3/15	N	Midnight Caller
59	▼	7.3/16	C	Primetime Pets
59	▼	7.3/13	A	thirtysomething
62		7.2/15	C	Candid Camera Spec.
63	▼	7.0/15	N	Amen
64	▲	6.8/12	C	Eddie Capra Mysteries
65		6.2/13	C	NFL Pre-Season Football
65		6.2/12	N	Shannon's Deal
67	▲	6.1/12	C	Newhart
68		5.9/11	A	Equal Justice
68	▲	5.9/13	A	Life Goes On
68		5.9/12	C	Mulberry Street
71	▲	5.8/13	C	Paradise
71		5.8/12	N	Quantum Leap
71	▼	5.8/13	A	Super Jeopardy!
74	▼	5.7/12	F	Cops
75	▼	5.5/10	F	Booker
76	▲	5.2/10	C	His & Hers
77	▲	5.0/10	N	Disney:Brand New Life
77	▲	5.0/10	C	Room For Romance
79	▼	4.7/10	A	China Beach
80		4.6/10	N	A Family For Joe
81	▼	4.5/10	A	Monopoly
82	▼	4.4/10	N	Ann Jillian
83	▲	4.2/8	C	Wish You Were Here
84	▼	3.9/7	F	21 Jump Stree.
85		3.5/8	F	Pure Insanity
86		3.4/8	F	Outsiders
87	▲	3.2/5	F	Alien Nation
88	▲	2.7/5	F	Tracey Ullman
89		2.5/4	F	I'm Home
90		2.1/4	F	21 Jump Street/Wed.
90	▲	2.1/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 5

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.3	233	99
2	Jeopardy! (King World)	10.5	221	99
3	Star Trek: Next Generation (Paramount)	8.3	235	98
4	Oprah Winfrey (King World)	8.1	216	99
5	Current Affair(20th Century Fox TV)	7.5	196	98
6	Entertainment Tonight (Paramount)	7.2	181	96
7	Cosby Show (Viacom)	7.1	205	98
8	Wheel of Fortune, wknd. (King World)	6.8	211	93
9	Donahue (Multimedia)	5.8	230	99
10	Geraldo (Tribune)	5.3	190	98
11	People's Court (Warner Bros Domestic TV)	4.8	183	90
12	Star Search (TPE)	4.7	169	96
13	Sally Jessy Raphael (Multimedia)	4.6	175	95
14	Inside Edition (King World)	4.4	122	84
15	Chip 'N' Dale (Buena Vista)	4.3	178	96
15	Family Feud 2 (LBS)	4.3	132	82
15	Mama's Family-Syn (Warner Bros Dom TV)	4.3	179	91

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CABLE CLOUDS COULD REMAIN ANOTHER YEAR

General outside business climate, coupled with numerous FCC rulemakings even if a bill is passed, could keep cable in doldrums in 1991, despite ongoing financial results that show underlying business is sound

The cable industry is bracing for another year of financial uncertainty, as both political factors and external business climate continues to cast a pall over the business.

The underlying business remains strong, operators say, attested by the solid financial results MSO's are posting so far this year. And those analysts who follow cable closely on Wall St. are still largely sympathetic to the industry, even though stock prices for many MSO's are near their yearly lows.

But system sales remain virtually nonexistent, because of the uncertainty over HLT's, making it largely impossible to determine what a cable system is worth today. Tighter lending practices have also curbed operators' ability to borrow money for rebuilds and other major capital expenditures.

Many in the cable industry had hoped that if legislation was passed this year, much of the financial uncertainty would clear. But that no longer appears to be the case. Cable's hopes to be exempted from strict HLT requirements have yet to be realized, and external economic factors—the repercussions of the savings and loans crisis and events in the Middle East—are likely to add to cable's troubles as it relates to financing.

On top of the financial factors, there is concern that even if a bill is passed, the FCC will have upwards of a dozen rulemakings to decide the finer points of the law. Many of those points are major to cable operators, such as how much they can charge for broadcast basic tiers, and how much they can raise rates before it is considered abusive. Add to that cable's skepticism that the FCC doesn't have the resources to handle all the rulemakings it's been assigned, and it's easy to see why cable operators believe 1991 could be a repeat of 1990.

Andy Armstrong, president of Waller Capital, said he sees "at least another year of this kind of stagnant market" in cable system sales, largely because of the financial markets and the general economy. But he said even when the liquidity problems are solved, "there will be questions on the underlying value of the business," with DBS and the state of the business itself. Multiples have come down in the 10 to 11 times cash flow range, said Armstrong, and may only rise to the 11 range even if the financial picture clears. Systems will have to work harder to build cash flows before sales, he said.

Brian Deevy, president of Daniels & Associates, said: "We'd like to think there will be some relief from the financial community" if a bill passes. He pointed to the strong results MSO's have been producing in 1990, as cash flows are up. He feels that as that growth continues, some players will again look at acquisitions. "Once they get some comfort out of the [Wall] Street and Washington," he said, activity will pick up.

But overall the watchword is prudence, as most operators are taking "a wait and see" attitude towards Washington and the banks, he said. That means it is difficult to put a figure on system pricing, he said. Systems are trading at 10 and 11 times cash flow, he said, but what is "hard to figure out is the equity" needed in the deal.

J.C. Sparkman, executive vice president of Tele-Communications Inc., said "we have made no major acquisitions until we find out exactly what is the

CABLE MSO SECOND-QUARTER FINANCIAL REPORT

Figures are in millions (000) OCF-Operating cash flow

Company	Second quarter 1990						Second quarter 1989		
	Rev	%	OCF	%	Profit	%	Rev	OCF	Profits
TCI	$890,000	23%	$341,000	31%	($44,000)	-	$726,000	$271,000	($64,000)
ATC	$275,341	15%	126,000	19%	28,399	16%	240,072	105,600	24,457
Comcast	$163,655	21%	69,348	28%	(41,796)	-	134,962	54,043	(30,589)
CabSys	$141,180	13%	61,564	15%	(67,737)	-	125,411	53,000	24,098
Viacom	$81,371	11%	35,398	9%	18,155	22%	73,227	32,544	14,909

TCI said company's negative earnings were affected by purchases of SCI Holdings and Cooke properties, as well as UA-United merger. TCI said cable revenues are up 33% for first six months, primarily from acquisitions, but that 5%-6% of increase came from subscriber growth, and 4%-6% from rate increases. TCI said as of June 30, it had 8.3 million basic and 6 million pay subscribers, and 2.9 million basic and 2.4 million pay subscribers in its affiliates. TCI also said it had arranged $200 million long-term financing agreement for TCI Northeast from group of life insurance companies headed by Metropolitan Life. Proceeds will be used to repay floating rate bank debt.

Cablevision's 1989 earnings reflected one-time gain of $104.8 million related to 50% sale of Rainbow to NBC. Cablevision said net interest expense was $64.8 million in second quarter, increase of $6.6 million, but $16 million of that required no current cash outlays, thus operating cash flow covered net interest expense. Cablevision said it gained 32,000 subscribers in first half of 1990, representing annual growth rate of 5%.

Comcast said its losses were due to financing costs and noncash charges for depreciation and amortization associates with acquisitions.

value of cable." Because so few systems have changed hands, no one knows their value, he said. TCI has not stopped its line extension activity this year, he said, although some rebuild activity has slowed because of the uncertain financial picture.

Of all the FCC rulemakings that would be required, Sparkman said there is "no way to get them done in one year," because of the lack of FCC resources. And that, he said, will continue to cast a cloud over the industry. All this uncertainty has cost jobs at equipment manufacturers as well as lowered the personal wealth of cable stockholders, said Sparkman.

Mike Ritter, executive vice president, Continental Cablevision, agrees that the financial markets, more than anything, are drying up system sales, but that the regulatory cloud "adds to the low value and lack of real investor interest" in cable. If legislation is adopted it will help the industry's financial outlook, Ritter said, but it may take two or three years for the general business climate to improve substantially.

But that cloud shouldn't stop cable from spending money to improve operations, said Ritter. "We have to, for us and the industry, prepare ourselves for increasing competition" that is not effected by the HLT situation or Washington, he said. "The growing competitive nature is going to continue emerging," he said, and cable needs to position the business as competitive by expanding channel capcity, improving picture quality and doing more with fiber.

Although pay may be flat and basic growth slowing down, Ritter said their is plenty of growth in both categories. "We haven't done enough to reach seniors and [people with] the lower incomes," he said. The fallout from tiering "may be the ability to offer tiers that fit niches we have not penetrated," he said. "We've got to be better consumer marketers," Ritter said, in the face of growing competition.

Then there is the upside in ad sales. PPV and other revenue streams. Ritter said that if ad sales rise 30% each year (which they have over the past few years), it adds 2% to Continental's overall revenue growth.

Tom Baxter, president of Comcast Cable, said that while cable has attracted much attention in Washington, "on Main Street we continue to attract new customers, and we would expect that to continue."

Baxter said Comcast's planning cycle is longer than one year, so the uncertainty in Washington does not effect the company's long-term plans on rebuilds, etc. If cable issues don't get resolved this year, said Baxter, "our plan for 1991 is to continue to improve service and aggressively market basic and pay television." —MS

EXPANDING NICHE: COLLEGE FOOTBALL PPV

Host Communications, which last year inaugurated the availability of University of Tennessee football games on PPV, plans to expand the package to games of Kentucky, Georgia, Alabama and Auburn in 1990.

Although the number of games will increase, Host says PPV is "a niche business," and complements the existing radio, television and publishing rights contracts it has with universities. The games Host picks up are ones that have fallen through the cracks—those that are not a part of CFA and SEC contracts, and those that have not sold out. That means the games that will be on PPV will not be known for several weeks, maybe even not until several days before.

Last year, Host presented three Tennessee games on PPV. Mark Dyer, regional vice president for Host, said 13 cable systems serving 225,000 addressable subscribers in the state carried the games, which produced buy rates of between 2.8% and 3.9%. Games were priced at $24.95, rising to $29.95 on game day.

Dyer said Host made money on the package, but its approach is different from other PPV events. It makes no rights fees guarantee to the university, but Host incurs any loss, not the university. The company already has an infrastructure in place because of the radio-publishing deals.

Conversely, Host's scrambling costs are much the same as a national syndicator, said Dyer, although the cost is spread over a much smaller base. Add in the production costs, and Host approaches operators with a 60-40 split in favor of Host for a set number of buys to protect the company. If buy rates go above a certain level, the split reverts to 50-50. Cable operators, said Dyer, have

LSU's Tigervision

KSL-TV DROPS LOCAL BEER AND WINE ADS

Salt Lake City CBS affiliate owned by Mormon Church eliminates alcohol ads in programing it originates; station will continue to air such spots contained in network programing

It's the right beer now...but not now," a theme from a Coors Beer campaign, might as well be the new slogan for CBS affiliate KSL-TV Salt Lake City, which has decided to drop all alcohol ads in its local programing, but continue to air beer and wine spots in its network programing.

The station, licensed to Bonneville International Corp. and owned by the Mormon church, which also owns five AM's, seven FM's and one TV, announced last week that it would drop the beer and wine advertising because the station has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking." KSL-TV, according to sources in the market, has also taken some heat from viewers about both programing and beer and wine spots from the 70% Mormon community of Salt Lake City. KSL-TV executive vice president and general manager, William Murdoch, said that he came to the conclusion that the station should "do what we could to reduce these problems, and it became obvious that one small step was to reduce the exposure of young and old alike to advertising messages designed to promote the consumption of alcoholic beverages."

That sort of thinking puts the station at odds with the National Association of Broadcasters and its president, Eddie Fritts, who as recently as a month ago told a House panel that there is no proven scientific link between alcohol advertising and alcohol abuse problems. The NAB has constantly supported the beer and wine industry in its fight against health and safety warnings for alcohol advertising in broadcasting. A spokesperson at the NAB, in repsonse to KSL-TV's decision, said that "it is just one station and does not represent a trend." Each station, the spokesperson said, makes a decision based on their local community.

> *KLS-TV has been "deeply touched by a tragic rise in accidents and death among young people—the majority of those accidents were associated with drinking."*

Steve Burrows, vice president, consumer affairs for Anheuser-Busch Co., the nation's largest brewer, told BROADCASTING that he hoped to meet Murdoch about the effect of beer and wine advertising. Burrows said that KSL-TV's decision was "mostly symbolic and does not take into account the vast amount of research and government review in what beer advertising does and does not do....There is no evidence that an ad ban leads to a reduction in alcohol abuse."

The fact that the station will still accept beer advertising from the network has some industry figures shaking their heads. One station manager in the Salt Lake City market told BROADCASTING that he thought that the station would be facing a "major conflict" by choosing to air some spots and not others. "If they don't go all the way [and] not air CBS spots," the manager said, "it's just lip service...what have they accomplished?"

With regards to eventually ridding KSL-TV of all beer and wine ads, CBS Network ads included, Murdoch said that "breaking a contractual agreement with CBS is not morally acceptable either." The KSL-TV head said that what his station has done is "send a message to the people of our community that we can do something without infringing on contractual rights...the spot business is all we can control."

Actually, a station may be able to remove any ads it finds unsuitable. According to CBS affiliate relations president Tony Malara, agreements like KSL-TV's include clauses that give the licensee the right to delete scenes, words or phrases which in their opinion are offensive or not suitable for the community they serve. If a station chooses to delete a network spot, the time can only be used for either a network promotion spot or a public service spot. The station also loses the ad revenue from the spot.

On the subject of lost revenue, the decision to drop the beer and wine spots by KSL-TV will cost the station anywhere from $300,000 to $500,000 annually, according to industry estimates. Murdoch said that he does not think that the station will ever be able to totally replace the revenue lost. -JF

POLITICAL ADVERTISING ON TELEVISION

Year	*Network*	*Spot/Local*	*Total*
1986†	459,300	161,184,000	161,643,300
1987‡	—	24,923,200	24,923,200
1988*	38,520,700	189,379,500	227,900,200
1989‡	—	51,538,600	51,538,600
1990†	500,000	230,000,000	230,500,000

† Congressional election year; 1/3 of Senate, all of House of Representives and 3/4 of state governors.
‡ Off election year; some local and county elections.
* Presidential election year; president, 1/3 of Senate, all of House of Representives and 1/4 of governors.
1990 figures are estimates

Political spending for the first half of 1990 is 33.8% ahead of the presidential election year of 1988, according to the Televison Bureau of Advertising. TVB said that if the pace keeps up, revenue for broadcasters from political advertising may reach $305 million, $75.5 million more than TVB had anticipated. TVB President Jim Joyella said that "while the first six months usually represents only 12% of the total, with the last quarter accounting for the majority (66%) of activity, we are optimistic that if spending continues at the current pace, our original projection will be easily met." The TVB numbers are provided by Arbitron.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WIIB-TV Bloomington, Ind.; WBFF-TV Baltimore; WTTE-TV Columbus, Ohio, and WPTT-TV Pittsburgh □ Sold by Sinclair Broadcast Group to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million. Stock sale, total amount to be financed at 8.75% per year until May 31, 2005. WIIB went on air in Dec. 1988; WBFF went on air in April 1971; WTTE went on air in June 1984, and WPTT went on air in Sept. 1978. **Seller** is headed by Julian S. and Carolyn C. Smith, husband and wife and Robert L. Simmons, and are permittees of new TV in Omaha and WTTA(TV) St. Petersburg, Fla. Smiths are parents of Buyers. Simmons will retain his 17.5% interest in Sinclair. **Buyers** each own 6.8% of Sinclair Broadcast Group Inc. WIIB-TV is independent on channel 63 with 2,000 kw vis., 200 kw aur., and antenna 1,052 feet. WBFF-TV is Fox affiliate on channel 45 with 4,100 kw vis., 410 kw aur. and antenna 290 feet. WTTE-TV is Fox affiliate on channel 28 with 1,916 kw vis., 191.6 kw aur. and antenna 965 feet. WPTT-TV is independent channel 22 with 5,000 kw vis., 500 kw aur. and antenna 921 feet.

KLUR(FM) Wichita Falls, Tex. □ Sold by KLUR Broadcasting Co. to Broadbase Communications Inc. for $4.85 million. Station was acquired in July 1970. **Seller** is headed by Sam Beard, who will become vice president of Broadbase. **Buyer** is headed by Vincent Henry and has interest in WWSD(AM)-WFHT(FM) Tallahassee, Fla., and has contracted to purchase KEBE(AM) Tyler and KQOI(FM) Jacksonville, both Texas, for $3.25 million ("Changing Hands," Feb. 26); KDAE(AM) Sinton and KLTG(FM) Corpus Christi, both Texas, for $1,880,850 ("Changing Hands," Feb. 19), and KVOZ(AM)-KOYE(FM) Laredo, Tex., for $2.96 million ("Changing Hands," May 7). KLUR(FM) has C&W format on 99.9 mhz with 100 kw and antenna 820 feet. *Brokers: Norman Fischer of Norman Fischer & Associates and Charles Chandler Davis.*

KJEZ(FM) Poplar Bluff, Mo. □ Sold by K-W Broadcasting Inc. to ACI Broadcasting of Poplar Bluff Inc. for $900,000. Price includes $10,000 deposit, $690,000 cash at closing and $200,000 promissory note. **Seller** is headed by Truman J. and Robyn S. Walker, husband and wife. Truman Walker is president Walker Communications Inc., licensee of KLID(AM) Poplar Bluff, Mo. **Buyer** is headed by Vincent A. King, John W. Titus, William A. Pitney and John W. Perdue Jr., and has no other broadcast interests. KJEZ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 860 feet. *Broker: Thoben-Van Huss and Associates.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,491,000** □ **4**

FM's □ **$5,025,000** □ **7**

AM-FM's □ **$1,050,000** □ **2**

TV's □ **$14,215,000** □ **6**

Total □ **$21,781,000** □ **19**

Year to Date:

AM's □ **$77,011,077** □ **168**

FM's □ **$384,125,707** □ **167**

AM-FM's □ **$307,458,698** □ **154**

TV's □ **$653,974,400** □ **68**

Total □ **$1,444,351,882** □ **576**

For 1989 total see Feb. 5, 1990 Broadcasting.

KOFI-AM-FM Kalispell, Mont. □ Sold by KOFI Inc. to Crown Glacier Association for $750,000. Price includes $300,000 noncompete agreement. Stations went on air in Nov. 1955 and June 1988, respectively. **Seller** is headed by William H. and Lois Patterson, husband and wife, and has no other broadcast interests. **Buyer** is headed by G. George and Iris A. Ostrom, Ronald J. and Katherine M. Hopkins, Douglas D. and Darlene P. Kohlbeck, and Curtis W. and Rolane Meyer. G. George Ostrom is currently news director of KOFI-AM-FM. KOFI has full service and soft contemporary format on 1180 khz with 50 kw day and 10 kw night. KOFI-FM has Top 40 format on 103.9 mhz with 3 kw and antenna 155 feet.

KPTO(AM) Citrus Heights, Calif. □ Sold by Kin Shaw Wong to Oro Spanish Broadcasting Co. for $650,000. Sale is for CP and real estate. Price includes $100,000 cash at closing, $100,000 cash in one year from closing and assumption of seller mortgage. **Seller** is Sacramento, Calif., businessman, and has no other broadcast interests. **Buyer** is headed by Rene De La Rosa, and has interest in KIQI(FM) San Francisco. KPTO(AM) will broadcast in stereo on 890 khz with 50 kw day and 1 kw night. *Broker: James Gammon of Gammon Media Brokers.*

KVEG(AM) North Las Vegas, Nev. □ Sold by Roberts Communications Corp. to Bel Air Communications Ltd. for $431,000. Price includes $25,000 deposit with balance due in cash at closing, and lease agreement for air time until FCC approval for $10,500 per month. Station went on air in 1986. **Seller** is headed by Yolanda Juarez Smith and Bernadett and Lillian Wegerly. **Buyer** is Los Angeles-based investment partnership headed by Richard and Barbara Griser, Mark Stone, Joav Gersten and Alan Ericksen, and has no other broadcast interests. KVEG(AM) broadcast in stereo with MOR format on 840 khz with 50 kw day and 25 kw Night.

WXVI(AM) Montgomery, Ala. □ Sold by RFB Radio of Montgomery Inc. to New South Communications Inc. for $300,000. Price includes $50,000 cash at closing and assumption of $250,000 debt. Station was acquired in Nov. 1980 for $400,000. **Seller** is headed by Robert F. Bell has no other broadcast interests. **Buyer** is headed by F.E. Holladay, Ann S. Holladay and Clay E. Holladay, and is licensee of WZHT-FM Troy, Ala., and KILO-AM-FM Monroe, La. F.E. Holladay owns 50% of New South Broadcasting Corp., licensee of WALT(AM)-WOKK(FM) Meridian, Miss. WXVI(AM) has black format on 1600 khz with 5 kw day and 1 kw night.

WPRT(AM)-WXKZ(FM) Prestonsburg, Ky. □ Sold by Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Price includes $50,000 cash at closing, $40,000 promissory note at 10% payable in monthly installments of $528.60, and $210,000 assumption of debt. Stations were Acquired in Feb. 1987. **Seller** is headed by Ed Walters and has no other broadcast interests. **Buyers** are brothers. Jeffrey L. Meek is currently general manager of WPRT(AM)-WXKZ(FM). WPRT(AM) is daytimer with C&W format on 960 khz and 5 kw. WXKZ(FM) has CHR-AOR format on 105.5 mhz with 1.7 kw and antenna 390 feet.

KBNO(AM) Denver □ Sold by Latino Broadcasting Corp. to Colorado Communications Corp. for $250,000. Totasl is due in cash at closing. Station was acquired in Jan. 1986. **Seller** is headed by Paul D. Stuber, trustee, and has no other broadcast interests. **Buyer** is headed by Lee Ferrufino, Marc Hand, Frank Ponce and Kenneth Salazar. Hand is director of KUVO(FM) Denver. KBNO(AM) has spanish format on 1220 khz with 1 kw day and 17 watts night.

For other proposed and approved sales see "For the Record," page 67.

FOR THE RECORD

As compiled by BROADCASTING from Aug 8 through Aug 14 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTVE(TV) El Dorado, AR** (BTCCT900725KJ; ch. 10; 316 kw-V; 63.1 kw-A; ant. 290 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and WJHG[TV] Panama City, FL). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has no other broadcast interests. Filed July 25.

■ **WJHG(TV) Panama City, FL** (BTCCT900725KI; ch. 7; 316 kw-V; 34 kw-A; ant. 870 ft.)—Seeks assignment of license from Terry P. McKenna, executor, to GCC Holdings Inc. for no financial considerations (includes WALB[TV] Albany and KTVE[TV] El Dorado, AR). Seller has no other broadcast interests. Buyer is headed by James H. Gray Jr., Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr. and has no other broadcast interests. Filed July 25.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Seeks assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Filed July 27.

■ **WIIB-TV Bloomington, IN** (BTCCT900730KY; ch. 63; 2,000 kw-V; 200 kw-A; ant. 1,052 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million (includes WBFF-TV Baltimore, MD, WTTE-TV Columbus, OH, and WPTT-TV Pittsburgh, PA). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **KZEV(FM) Clear Lake, IA** (BTCH900801GJ; 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dianne E. Hensley to John Linder for $150,000. Seller has no other broadcast interests. Buyer has interest in River City Television Partners Ltd., licensee of KDNL(TV) St. Louis, MO, and KABB(TV) San Antonio, TX. Filed July 31.

■ **WPRT(AM)-WXKZ(FM) Prestonsburg, KY** (AM: BTC900723GE; FM: BTCH900723GF; 105.5 mhz; 1.7 kw; ant. 390 ft.)—Seeks assignment of license from Ed Walters Management Inc. to Jeffrey L. Meek and Arnold L. Meek for $300,000. Seller is headed by Ed Walters and has no other broadcast interests. Buyers have no other broadcast interests. Filed July 23.

■ **WBFF-TV Baltimore, MD** (BTCCT900730LA; ch. 45; 4,100 kw-V; 410 kw-A; ant. 290 ft.)—Seeks assignment of license from Julian S. and Carolyn C. Smith to David D. Smith, Frederick G. Smith, Robert E. Smith and J. Duncan Smith for $14.215 million (includes WTTE-TV Columbus, OH, WPTT-TV Pittsburgh, PA, and WIIB-TV Bloomington, IN). Sellers are parents of buyers and own 72.6% of Sinclair Broadcast Group Inc., permittee of new TV in Omaha, NE, and WTTA(TV) St. Petersburg, FL. Buyers each own 6.8% of Sinclair Broadcast Group Inc. Filed July 30.

■ **WUHQ(TV) Battle Creek, MI** (BALCT900731KF; ch. 41; 2,000 kw-V; 200 kw-A; ant. 1,076 ft.)—Seeks assignment of license from Channel 41 Inc. to Northstar Television of Battle Creek for $10 million ("Changing Hands," Aug. 13). Seller is headed by

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.